

Market Segmentation and Target Marketing

Internet Activity

Segmenting markets and generating sound demographic, geographic, psychographic, and behavioristic profiles are critical to formulating advertising strategy. There is an abundance of market segmentation data available on the Internet from both the government and private sector. Peruse the following sample of online resources for target market information.

U.S. Census Bureau www.census.gov

USA Data www.usdata.com

Forrester Research www.forrester.com

American Demographics www.demographics.com

Target Marketing www.targetonline.com

Market Segmentation Resource Locator www.awool.com

Target Marketing & Creative Services www.targetweb.com

Now choose a company with a website and use one of these online resources to answer the following questions. Be sure to cite any online resources you used besides the above.

- a. What type of segmentation approach did they take (single-market, multiple-market, aggregate market)?
- b. Develop a demographic profile, including age, income, education, and gender, for the target market.
- c. Describe the general geographic skew for the company's market.
- d. What consumption patterns are evident in the company's consumers?